

## Entry Detail (Sales Promotion)

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company	Country	Agency
<b>A01 (EVENT &amp; FIELD MARKETING)</b>							
A01/001	00008	FOLDING SEATS	LENOVO GERMANY	THINKPAD NOTEBOOKS	OGILVY FRANKFURT	GERMANY	OGILVY FRANKFURT
A01/005	00021	TRANSPARENT MAN	FIFTYFIFTY	MAGAZINE FOR HOMELESS PEOPLE	EURO RSCG DÜSSELDORF	GERMANY	EURO RSCG DÜSSELDORF
A01/014	00049	THE MACHINE	SWEDISH ARMED FORCES	RECRUITMENT	DDB STOCKHOLM	SWEDEN	DDB STOCKHOLM
A01/018	00066	WOMAN IN A SUITCASE	AMNESTY INTERNATIONAL	AGAINST HUMAN TRAFFICKING	SERVICEPLAN Munich	GERMANY	SERVICEPLAN Munich
A01/028	00107	ALLSTARS VS. BAYERN MUNICH	McFIT	FITNESS STUDIO CHAIN	HEIMAT Berlin	GERMANY	HEIMAT Berlin
<b>A02 (BEST USE OF MERCHANDISING/IN-STORE MARKETING)</b>							
A02/004	00103	SLEEPLESS AT PLAYGROUND	PLAYGROUND OUTDOOR EQUIPMENT STORES	OUTDOOR EQUIPMENT STORES	ÅKESTAM HOLST Stockholm	SWEDEN	ÅKESTAM HOLST Stockholm
A02/006	00145	RUG FLIP FLOPS	STEP	CARPET STORE	TBWA\ISTANBUL	TURKEY	TBWA\ISTANBUL
<b>A03 (BEST NEW PRODUCT LAUNCH/RE-LAUNCH)</b>							
A03/007	00128	IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
<b>A04 (BEST USE OF TV OR RADIO IN A PROMOTIONAL CAMPAIGN)</b>							
A04/002	00101	SINGING WEATHER GIRL	TV2	X FACTOR 2009	DIST CREATIVE Oslo	NORWAY	DIST CREATIVE Oslo
A04/004	00141	GUINNESS 250	DIAGEO	GUINNESS	SAATCHI & SAATCHI London	UNITED KINGDOM	SAATCHI & SAATCHI London
A04/005	00144	DREAMTRIP	ELGIGANTEN	STORE CHAIN WITHIN HOME APPLIANCES AND ELECTRONICS	LOWE BRINDFORS Stockholm	SWEDEN	LOWE BRINDFORS Stockholm

**Entry Detail (Sales Promotion)**

A04/006	00125	DOUBT	AIDS TASK FORCE	NATIONAL AIDS DAY AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV
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**A05 (BEST USE OF PRINT OR STANDARD OUTDOOR IN A PROMOTIONAL CAMPAIGN)**

A05/001	00025	THE LEGO CODES	MYTOYS.DE	ONLINE TOY STORE	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
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**A06 (BEST INTEGRATED CAMPAIGN LED BY SALES PROMOTION)**

A06/005	00082	WHERE WILL 100 000 CONDOMS END UP THIS SUMMER?	Lafa, THE STOCKHOLM COUNTY AIDS PREVENTION PROGRAM	PUBLIC HEALTH/USE OF CONDOMS	ESTER Stockholm	SWEDEN	ESTER Stockholm
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A06/006	00038	MISS PENNY	ING	FREE CURRENT ACCOUNT	EURO RSCG BRUSSELS	BELGIUM	EURO RSCG BRUSSELS
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A06/009	00115	ETERNAL MOONWALK	STUDIO BRUSSELS	RADIOSTATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
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A06/012	00129	LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
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**B02 (CARS & AUTOMOTIVE SERVICES)**

B02/001	00020	GAS STATION	SUZUKI	CARS	ROBERT/BOISEN & LIKE-MINDED Copenhagen	DENMARK	ROBERT/BOISEN & LIKE-MINDED Copenhagen
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B02/010	00132	IQ FONT	TOYOTA	TOYOTA IQ	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
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**B04 (TRAVEL, ENTERTAINMENT, LEISURE & RETAIL (including e-commerce & restaurants)**

B04/001	00017	UPLOAD CINEMA	FILMTHEATRE DE UITKIJK	MOVIE THEATRE DE UITKIJK	LOWE/DRAFTFCB Amsterdam	THE NETHERLANDS	LOWE/DRAFTFCB Amsterdam
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B04/003	00027	THE LEGO CODES	MYTOYS.DE	ONLINE TOY STORE	LUKAS LINDEMANN ROSINSKI Hamburg	GERMANY	LUKAS LINDEMANN ROSINSKI Hamburg
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## **Entry Detail (Sales Promotion)**

### **B05 (FINANCIAL SERVICES & COMMERCIAL PUBLIC SERVICES)**

B05/001	00024	OLDEST PROMO TEAM	KATHOLIEKE HOGESCHOOL LEUVEN	UNIVERSITY COLLEGE	HEAD OFFICE Leuven	BELGIUM	HEAD OFFICE Leuven
B05/004	00102	QUESTIONS	SCANDINAVIAN ONLINE	QUESTION ANSWER WEB SERVICE	DIST CREATIVE Oslo	NORWAY	DIST CREATIVE Oslo / CARAT NORWAY Oslo

### **B06 (PUBLICATIONS & MEDIA)**

B06/002	00116	CHANGED OPENING CREDITS & EPISODES	STUDIO BRUSSELS	MUSIC FOR LIFE	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels
B06/004	00117	ETERNAL MOONWALK	STUDIO BRUSSELS	RADIOSTATION	MORTIERBRIGADE Brussels	BELGIUM	MORTIERBRIGADE Brussels

### **B07 (BUSINESS TO BUSINESS: PRODUCTS & SERVICES)**

B07/003	00122	UGLIEST BUILDING	STALLAERT	DEMOLITION COMPANY	DUVAL GUILLAUME Antwerp	BELGIUM	DUVAL GUILLAUME Antwerp
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### **B08 (CORPORATE IMAGE & INFORMATION)**

B08/002	00109	ALLSTARS VS. BAYERN MUNICH	McFIT	FITNESS STUDIO CHAIN	HEIMAT Berlin	GERMANY	HEIMAT Berlin
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### **B09 (CHARITIES, PUBLIC HEALTH & SAFETY & PUBLIC AWARENESS MESSAGES)**

B09/002	00022	TRANSPARENT MAN	FIFTYFIFTY	MAGAZINE FOR HOMELESS PEOPLE	EURO RSCG DÜSSELDORF	GERMANY	EURO RSCG DÜSSELDORF
B09/006	00075	STORE+ THE STORE THAT SELLS HOPE	PORTUGUESE RED CROSS	RED CROSS DONATIONS	LEO BURNETT LISBOA	PORTUGAL	LEO BURNETT LISBOA / ARC WORLDWIDE LISBOA
B09/010	00133	LET IT RING	OVK/PARENTS OF CHILD ROAD VICTIMS	ROAD SAFETY MESSAGE	HAPPINESS BRUSSELS	BELGIUM	HAPPINESS BRUSSELS
B09/013	00126	DOUBT	AIDS TASK FORCE	NATIONAL AIDS DAY AWARENESS	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV	ISRAEL	SHALMOR AVNON AMICHAY/Y&R INTERACTIVE TEL AVIV

**Entry Detail (Sales Promotion)**

Total Entries: 31